



Request for City Council Committee Action from the Department of Communications

Date: April 16, 2012

To: The Honorable Betsy Hodges, Chair Ways and Means/Budget Committee

Subject: **Accept donation of digital billboard display time from Clear Channel Outdoor**

Recommendation: That the City Council accept donated digital billboard space from Clear Channel Outdoor for the purpose of communicating Snow Emergency information.

Previous Directives:

Department Information

Prepared by: Bridgette Bornstein, Communications Dept., 673-3763

Approved by: 
Sara Dietrich
Director of Communications

Presenters in Committee: Bridgette Bornstein, Communications Deputy Director

Financial Impact

- No financial impact

Supporting Information

Clear Channel Outdoor, Inc., a national outdoor advertising company, operates 12 digital billboards within the Minneapolis city limits. These billboards rotate through displays electronically, making it possible to show several ads a minute.

At the request of the Communication Department, Clear Channel Outdoor agreed to the pro bono use of its 12 digital billboards in Minneapolis to help make more drivers aware of Snow Emergency parking restrictions in Minneapolis. On days a Snow Emergency is not in effect, the digital billboards display a message in rotation encouraging drivers to register for Snow Emergency notifications so they will receive alerts once a Snow Emergency is declared. On days a Snow Emergency is in effect, the digital billboards display a message in rotation to tell drivers that a Snow Emergency is in effect and to call the Snow Emergency hotline for information on where to park.

This donation involved message placement spots that Clear Channel Outdoor did not sell to paying customers. Because availability varied throughout this effort, the exact value of this donation could not be determined until after the campaign concluded.

Over the course of the snow season, the digital displays ran from Dec. 7, 2011 to Feb. 12, 2012. Clear Channel Outdoor reports that the Snow Emergency messages were displayed a total of 322,419 times, at a value of \$64,484.

As this opportunity for donated digital billboard space continues, the total number of displays and value will be reported on a quarterly basis to the City Council.